

### AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1-46. (Cancelled)

47. (Currently Amended) A system comprising:

one or more ~~servers~~ computers being operable to store;  
retail data ~~associated with a first entity, the retail data including data from at least two data sources a first data source and a second data source, the retail data further including store-product identifiers and product attribute categorizations, and;~~  
retail data associated with a second entity, the retail data including product identifiers, the retail data including data from a third data source;  
and  
store a plurality of factor calculations;  
~~wherein the at least two data sources includes a first data source that is more accurate than a second data source; and~~  
wherein one or more of said ~~servers~~ computers contains business logic that is operable to;  
identify and retrieve, based on the product identifiers, a plurality of overlapping attribute segments to use for comparing the ~~at least two data from the first and second data sources~~,  
compare ~~[[a]]~~ the plurality of the overlapping attribute segments,  
calculate a plurality of factors for each of the overlapping attribute segments, each factor representing a bias present in the second data source, and

use the factors to ~~update a first group of values in the second data source~~  
~~to adjust the values in the retail data from the third data source,~~  
thereby reduce bias present in the third source.

48. (Currently Amended) The system of claim 47, wherein the one or more servers are further operable to use the factors to update ~~a second group of values in the second data source~~ the retail data from the third data source to reduce incompleteness.

49. (Currently Amended) The system of claim 47, wherein the one or more servers are further operable to calculate the factor for an overlapping attribute segment by dividing a first data source volume amount by a corresponding second data source volume amount.

50. (Currently Amended) The system of claim 47, wherein the one or more ~~servers~~ computers are further operable apply the factor for the attribute segment to the ~~second retail data from the third~~ data source by multiplying a plurality of ~~second third~~ data source volume amounts by the factor for the corresponding attribute segment.

51. (Currently Amended) The system of claim 47, wherein the one or more ~~servers~~ computers are further operable to only calculate the factors for each attribute that is identified in the server to be relevant.

52. (Currently Amended) The system of claim 47, wherein the one or more ~~servers~~ computers are further operable to only calculate the factors for attribute segments that are determined to be significant.

53. (Currently Amended) The system of claim 47, wherein the one or more ~~servers~~ computers are further operable to save each ~~attribute segment~~ factor in a database.

54. (Cancelled)

55. (Currently Amended) The system of claim [[54]] 48, wherein the one or more ~~servers~~ computers are further operable to calculate a blended factor when at least two measures are available for a same factor, said blended factor being used to reduce bias in the second or third data source.

56. (Currently Amended) The system of claim 55, wherein the one or more ~~servers~~ computers are further operable to calculate the blended factor by giving ~~the a~~ more accurate data source a higher relative weight and by giving ~~the a~~ less accurate data source a lower relative weight.

57. (Currently Amended) The system of claim 47, wherein the one or more ~~servers~~ computers are further operable to calculate a blended factor when at least two measures are available for a same factor, said blended factor being used to reduce bias in the second data source.

58. (Currently Amended) The system of claim 57, wherein the one or more ~~servers~~ computers are further operable to calculate the blended factor by giving the more accurate data source a higher relative weight and by giving the less accurate data source a lower relative weight.

59. (Currently Amended) The system of claim 47, further comprising:  
a ~~number of~~ user station[[s]] coupled to the one or more ~~servers~~ computers over a network, wherein ~~each of~~ the user station[[s]] includes a ~~respective one of a number of~~ display[[s]], and is operable to present a graphical user interface that allows a user to administer a plurality of settings used for analyzing and correcting the data sources.

60. (Currently Amended) The system of claim 47, further comprising:  
a number of user stations coupled to the one or more ~~servers~~ computers over a network, wherein each of the user stations includes a respective one of a number of displays, and is operable to present a graphical user interface that allows a user to view the corrected data in a multidimensional format.

61-65. (Cancelled)

66. (Currently Amended) A method comprising:

using a computer, identifying a first entity with corresponding first and second retail data sources, the first and second data sources including product identifiers;

identifying a second entity and a corresponding third data source, the third data source including product identifiers;

identifying a plurality of data sources in at least one computer database, wherein at least a first data source is more accurate than a second data source;

based on the product identifiers of the first, second, and third data sources,  
identifying a plurality of overlapping attribute segments among the first, second, and third data sources to use for comparing the data sources;

calculating at least one factor as a function of at least one of the overlapping attribute segments among the first and second data sources; and

using the at least one factor to create modified values of a first group of values in the second third data source, said modified values being more accurate than the first group of having a reduced bias compared to the original, non-modified values.

67. (Previously presented) The method of claim 66, wherein the first data source is point-of-sale data and the second data source is consumer panel data.

68. (Previously presented) The method of claim 66, wherein the first data source does not include shipment data.

69. (Previously presented) The method of claim 68, wherein the second data source does not include shipment data.

70. (Previously presented) The method of claim 66, wherein the data sources are compared based on a common time dimension.

71. (Previously presented) The method of claim 66, wherein the data sources are compared based on a common venue dimension.

72. (Previously presented) The method of claim 66, wherein the data sources are compared based on a common product dimension.

73. (Currently Amended) The method of claim 66, further comprising:  
determining that additional data sources are available for comparison;  
using the additional data sources to calculate additional factors; and  
applying the additional factors to the ~~second~~ third data source.

74. (Previously presented) The method of claim 66, wherein the using the at least one factor step is repeated multiple times to further improve the accuracy of the second data source.

75. (Previously Presented) The method of claim 70, wherein the first data source is point-of-sale data that was captured with a reader, and wherein the data sources are compared based on a common time dimension, and wherein the factors are used to update a first group of values in the second data source to reduce bias.

76-80. (Cancelled)

81. (New) The system of claim 47, wherein the product identifiers in the first or second data sources include universal product codes.

82. (New) The system of claim 47, wherein the one or more computers further contain business logic operable to:  
use the factors to adjust values in the retail data from the second data source,  
thereby reduce bias present in the second source.

83. (New) The system of claim 47, wherein the first data source includes point-of-sale data from a first retailer, the second data source includes panel data from the first retailer, and the third data source includes panel data from a second retailer.

84. (New) The system of claim 47, wherein the one or more computers are further operable to store retail data from a fourth data source corresponding to the second entity, and wherein the one or more computers further contains business logic that is operable to:  
use the factors to adjust values in the retail data from the fourth data source,  
thereby reducing bias present in the fourth data source.

85. (New) The system of claim 84, wherein the fourth data source includes product shipment data.

86. (New) The system of claim 47, wherein the one or more computers are further operable to store retail data from a fourth data source corresponding to the second entity, wherein the fourth data source contains product identifiers, and wherein the one or more computers further contains business logic that is operable to:

identify and retrieve, based on the product identifiers, a plurality of  
overlapping attribute segments to use for comparing the data from  
the first and second data sources,  
compare the plurality of the overlapping attribute segments,  
calculate a plurality of factors for each of the overlapping attribute  
segments, each factor representing a bias present in the second data  
source, and  
use the factors to adjust the values in the retail data from the third data  
source, thereby reduce bias present in the third source.

87. (New) The system of claim 47, wherein retail data consists of one or more of:  
point of sale data, consumer panel data, shipment data, channel report data, reported sale  
data, store database data, geo-demographic data, category studies, industry reports,  
delivery data, retailer-supplied data, audit data, causal data, promotional data, population

census data, geographic data, store universe data, supply chain data, loyalty card data, and survey-based data.

88. (New) The system of claim 87, wherein retail data consists of one or more of: point of sale data and consumer panel data.

89. (New) The method of claim 66, wherein retail data consists of one or more of: point of sale data, consumer panel data, shipment data, channel report data reported sale data, store database data, geo-demographic data, category studies, industry reports, delivery data, retailer-supplied data, audit data, causal data, promotional data, population census data, geographic data, store universe data, supply chain data, loyalty card data, and survey-based data

90. (New) The method of claim 89, wherein retail data consists of one or more of: point of sale data and consumer panel data.